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november 1990

automotive FLEET

CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE

Containing Maintenance Costs

Managing Your Lessor

Creating Policy For Small Fleets

1991 Fleet Buying Survey

Using Auctions To Your Advantage

automotive
FLEET®

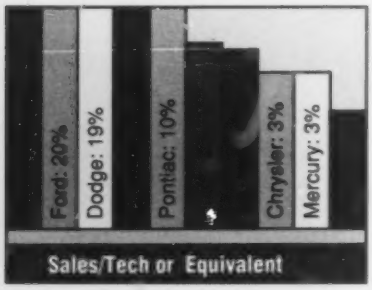
CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE

BOBIT PUBLISHING

November 1990
VOL. 30, NO. 1

Influencing the management of 4,952,000 cars and 2,070,000 light trucks and vans in business, leasing, rental, utility, government, police, and taxi fleets.

Features



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Survey Reveals Stability In '91 Buying Market

At this point in the model year, it appears that 1991-model commercial fleet purchases will be as strong or stronger than those in 1990, according to Automotive Fleet's *recent 1991-Model Buying Survey.*

Recently, *Automotive Fleet* surveyed the nation's Top 200 fleets to determine their current and future purchases for the 1991-model year. The results are promising for auto manufacturers.

Survey questions centered on projected fleet buying patterns for cars currently appearing on their selectors, the total number of cars currently in their fleets, and how many purchases they plan to make in the 1991-model year.

Out of the 200 questionnaires mailed, 68 were returned, yielding a 34 percent response rate. Fleet size of the responding companies ranged from the relatively small (less than 300 vehicles) to larger fleets consisting of more than 15,000 units. In all, more than 173,742 vehicles were represented, with the respondents saying that they planned to buy 65,702 new vehicles during the 1991-model year.

When asked whether they planned to buy more, less, or the same number of new vehicles in 1991 as they had in 1990, 55 percent said that they planned to buy the same number of vehicles, 29 percent said that they planned to buy more, and 16 percent of the respondents said that they planned to buy fewer vehicles. These figures correspond with the buying trends demonstrated in the 1990 Vehicle Acquisition Survey conducted by the National Association of Fleet Administrators (*Automotive Fleet*, January 1990), and also confirm the views of *Automotive News*, which conducted a survey among the fleets of seven major corporations. According to that survey, giv-

Manufacturers Appearing on Selector Lists

EXECUTIVE SELECTOR LIST	
▲ GENERAL MOTORS	65%
▲ CHRYSLER	9%
▲ FORD MOTOR CO.	20%
▲ OTHER	6%

REGIONAL MANAGER SELECTOR LIST	
▲ GENERAL MOTORS	59.5%
▲ CHRYSLER	16%
▲ FORD MOTOR CO.	23%
▲ OTHER	1.5%

DISTRICT MANAGER SELECTOR LIST	
▲ GENERAL MOTORS	58%
▲ CHRYSLER	18%
▲ FORD MOTOR CO.	16%
▲ OTHER	8%

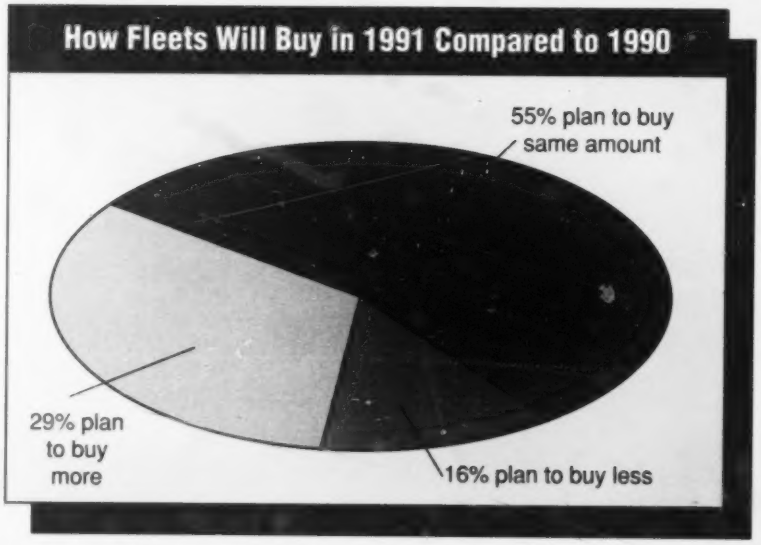
SALES/TECHNICAL SERVICE SELECTOR LIST	
▲ GENERAL MOTORS	49%
▲ CHRYSLER	27%
▲ FORD MOTOR CO.	23%
▲ OTHER	1%

MISCELLANEOUS	
▲ GENERAL MOTORS	30%
▲ CHRYSLER	30%
▲ FORD MOTOR CO.	40%

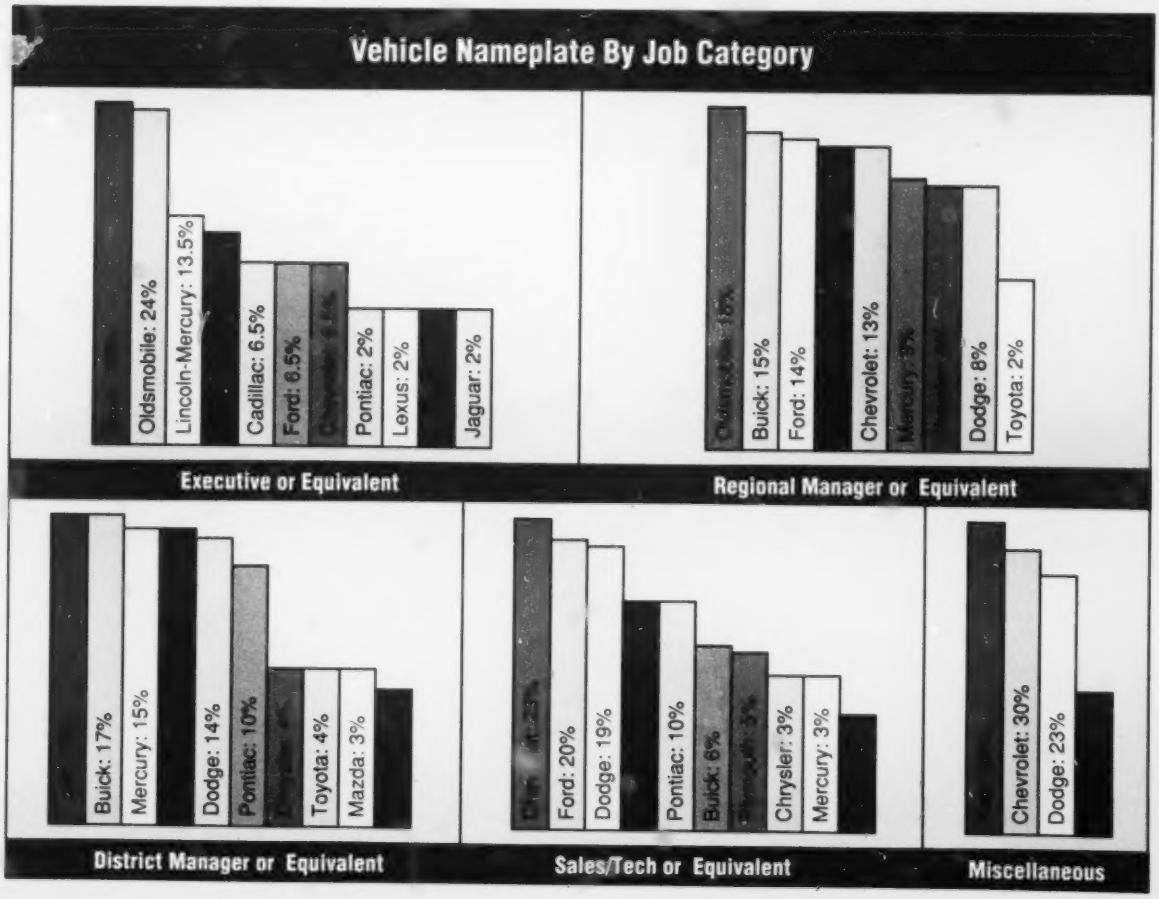
en the uncertainties in the economy and the oil supply from the Middle East, some fleets may still reassess their buying plans, but heading into 1991, it appears that it could remain pretty much business as usual as far as fleets are concerned.

This is also a good sign for domestic automakers, who may be counting on fleet sales to stabilize an otherwise chaotic new-car and truck market in 1991.

According to *Fortune* magazine, the Big Three automakers sold fully 29 percent of their three million cars that were produced in the first half of 1990 to fleets, up from the 27 percent recorded in the first half of 1989. "In some cases, we make more from fleet sales than dealer sales," says Joel Pitcoff, manager of research and analysis for Ford. As an example, almost half of all Lincolns are sold to fleets.



Although imports and transplants are making small inroads into the fleet market, they still have a long way to go. The majority of fleets are attracted to domestics because of the greater variety of full-sized intermediates that they offer. As the imports continue to increase the size of their

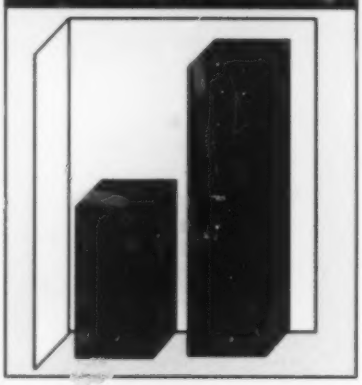


cars, however, increased competition for the fleet market could easily be seen in the future.

But for now, General Motors' vehicles are receiving the lion's share of fleet business, according to the AF survey respondents, with GM nameplates appearing on 47 percent of the vehicles currently in service in those fleets. Ford/Lincoln-Mercury are second with 28 percent of the business, Chrysler third with 23 percent, and all other makes combined receiving two percent.

These figures correlate to some degree with the results of the 1990-model fleet market share by manufacturer results of the NAFA survey. In that study, fleet managers said that 39 percent of their 1990-model year purchases would be General Motors' vehicles, 31 percent Ford/Lincoln Mercury, 29 percent Chrysler, and one percent all other makes combined.

Do You Use An Outside Purchasing Service?



The selection criteria that companies use for their fleets seems little changed from 1990, a good sign considering that the changing business enviroment will most likely focus on leanness and competitiveness in the coming years, which could cause fleet downsizing.

As Tim Hoffmann, manager of employee transportation and travel services for 3M Corp. in St. Paul, MN, points out, "If I have a stable replacement cycle that makes economic sense to our fleet, we'll stay with that cycle unless there's a severe recession in the economy.

"Deferring purchases has a way of catching up to you. It's like not paying your Visa bill. Ultimately, it's still there." The 3M Corp. has no stated policy on which makes of vehicles it purchases.

"We don't buy a vehicle because of the brand, we buy a vehicle to meet our functional needs," says Hoffmann. Last year, the company offered it's employees a choice between the Dodge Dynasty, Ford Taurus, and a Buick Century Custom Sedan. In 1991, 3M plans to offer the Ford Taurus, Chevrolet Lumina, and the Plymouth Acclaim. AF

Sample Selector List from a Surveyed Fleet

Regional Manager (or equivalent):		
Buick Regal, Ltd.,	2 door,	Plus $400 toward equipment
Buick Century Ltd.,	4 door,	Plus $400 toward equipment
Dodge Dynasty LE,	4 door,	Plus $300 toward equipment
Ford Thunderbird,	2 door,	Plus $400 toward equipment
Ford Taurus LX,	4 door,	Plus $200 toward equipment
Mercury Cougar,	2 door,	Plus $500 toward equipment
Mercury Sable LS,	4 door,	Plus $400 toward equipment
Oldsmobile Cutlass Ciera SL,	4 door,	Plus $300 toward equipment
Oldsmobile Cutlass Supreme SL,	2/4 door,	Plus $200 toward equipment
Pontiac Grand Prix LE,	2/4 door,	Plus $500 toward equipment
Pontiac 6000 LE,	4 door,	Plus $600 toward equipment

NOTE: Executive levels receive same vehicles as regional managers, but with additional $200 towards optional equipment.

District Manager (or equivalent)		
Buick LeSabre Ltd.,	2/4 door,	Plus $400 toward equipment
Ford Crown Victoria,	4 door,	Plus $400 toward equipment
Mercury Grand Marquis GS,	4 door,	Plus $400 toward equipment
Oldsmobile 88 Royale Brougham,	4 door,	Plus $400 toward equipment
Pontiac Bonneville LE,	4 door,	Plus $400 toward equipment

Sales Representatives (or equivalent):	
Buick Regal,	2 door
Buick Century Custom,	4 door
Dodge Dynasty,	4 door
Ford Taurus GL,	4 door
Mercury Cougar,	2 door
Mercury Sable GS,	4 door
Oldsmobile Cutlass Ciera,	4 door
Pontiac Grand Prix LE,	2/4 door
Pontiac 6000 LE,	4 door

NOTE: Vehicles include stereo with cassette for all levels.

What You Should Know About Auto Auctions

Following some simple guidelines and asking a few questions can maximize the auction experience for fleet managers and help increase fleet resale prices. Here is a primer that even seasoned auction attendees can use.

Many avenues exist for remarketing fleet vehicles, each with varying profit levels. One fleet remarketing alternative that continues to grow in popularity is the auto auction. What follows are some practical ways to maximize profits through auction remarketing. These tips on maximizing efficiencies are useful not only for fleet managers who have never set foot on an auction site, but for frequent users as well.

Fleet and auction industry members agree that the most successful fleet managers are those who carefully prepare for the remarketing process. Here's a checklist to follow to help ensure that your company will get the most from auction remarketing decisions.

If possible, attend sales at auction locations you are considering using. An auction can do your fleet more harm than good if you are unfamiliar with the process.

1 *Attend Auction Sales.*
First, find out what the auction industry is all about. This is best accomplished by attending a few sales. Personal visits help the fleet manager to:

- Understand auctions' selling atmosphere. Excitement levels, arena set-up, people, and sound volume are some of the things that make auctions unique places to remarket used vehicles. Being comfortable in this environment can be used to your advantage.
- Recognize selling trends. Attending auctions gives a feel for buying patterns. By knowing the patterns, the selling strength of fleet vehicles can be determined. For example, what is the demand for luxury versus intermediate cars in your market?

2 *Learn How Auctions Are Staffed.*
An auction is only as good as the people who staff it. A fleet entrusts millions of dollars in product to auction managers and their staffs. "Fleet managers will get more from an auction if the personnel understand their motivations, interests and business," says Jay Fahrendorff, assistant vice president of used-vehicle marketing for Associates Leasing, Inc.

Here is a list of the key auction people who can make life easier and help increase the bottom line:

General Manager: As the auction's senior executive, the general manager oversees all auction activities. They can provide a broad market perspective. They also take great interest in making sure their entire

staff is meeting their users' needs.

Fleet Manager: This person is sometimes referred to as the fleet/lease or institutional manager. The fleet manager's job is to coordinate all facets of the auction (check-in and condition report writing, reconditioning, detailing, lot/sale set-up, etc.) so that a fleet's vehicles bring the most money under current market conditions. They can help price vehicles for sale and will represent cars if someone from the company is unable to attend the auction.

Operations Manager: As overall coordinator of activities, operations managers fit fleet vehicles, and everything that must be done with them, into the auction flow.

The operations manager's responsibilities often overlap the fleet manager's. Their general objective is ensuring that vehicles are ready for sale when promised and available for inspection by prospective buyers prior to sale.

Fleet History At Auctions

During the past few decades, auctions have distinguished themselves as a force in used-vehicle remarketing. In 1960, one million cars were remarketed through auctions. This year, auctions will remarket 10 million cars with an estimated value of more than $50 billion. The annual growth rate for auctions from 1980-1989 was 15 percent.

In a recent address to the Automotive Fleet & Leasing Association, Stephen McNeely, CEO and president of GE Capital Auto Auctions, noted that, "Not only has the size of the auction business recently exploded, but the business mix has also changed. This is due in large part to greater auction use by fleet companies. Five years ago, dealer consignments accounted for 75 percent of auction vehicles. Today, institutional cars from fleet lessors, manufacturers, banks, and finance companies make up more than half of auctions' remarketing volume."

As Figure 1 on page 64 indicates, the percentage of auction vehicles sourced from institutions has doubled during the past five years.

Reconditioning Manager: Do not underestimate the role the recon manager can have in improving a fleet's remarketing effectiveness. Along with the fleet manager, the recon manager can advise which repairs should be completed and which are not worth the investment.

Title & Registration Manager: As computerized as most auctions are today, there is still a fair amount of paperwork to complete. State and

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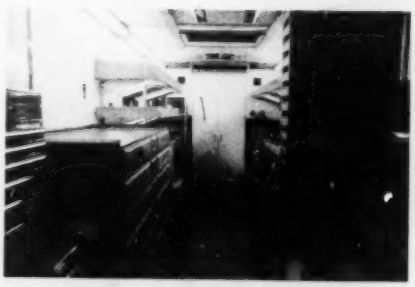

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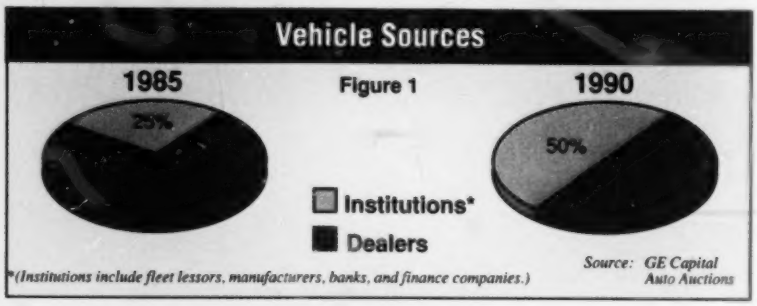

federal regulations are the source of most paperwork, so it cannot be ignored. Establishing a good relationship with these experts pays off later in more efficient processing and fewer rejected sales from missing or incomplete documentation.

Experienced remarketers suggest fleet managers work with auction personnel to control their vehicles from pickup to the final moment of sale. "You should leave nothing to chance when remarketing vehicles," says Frank Grochal, vice president of used vehicles for ARI.

3 *Have all important vehicle information available.*

Simplify the logistics of auctioning by preparing before sale day. Local and national regulations require certain documents and information in order to process cars. The things you should do before going to auction include:

- Identifying the units in the fleet that are available for sale.
- Knowing the exact locations of these vehicles, especially if they are not on-site (such as at lessee's residence, dealership, etc.).
- Having a contact person at the vehicle location who can release the car to the pickup agent.
- Having a current odometer statement (now a federal law).
- Signing a power-of-attorney statement for the auction to act as the company's agent on certain matters relating to remarketing your cars.

Check with the auction prior to bringing in vehicles about your particular state's requirements for any additional documents.

Selecting An Auto Auction

Once the homework is complete, the next step is to select a remarketing location. Getting to know the people is a natural part of the process. Besides overall comfort with the staff, consider these additional characteristics when selecting a site:

1 *Marketing Knowledge.*

A fleet manager needs an auction staff that is in tune with the resale market and familiar with local

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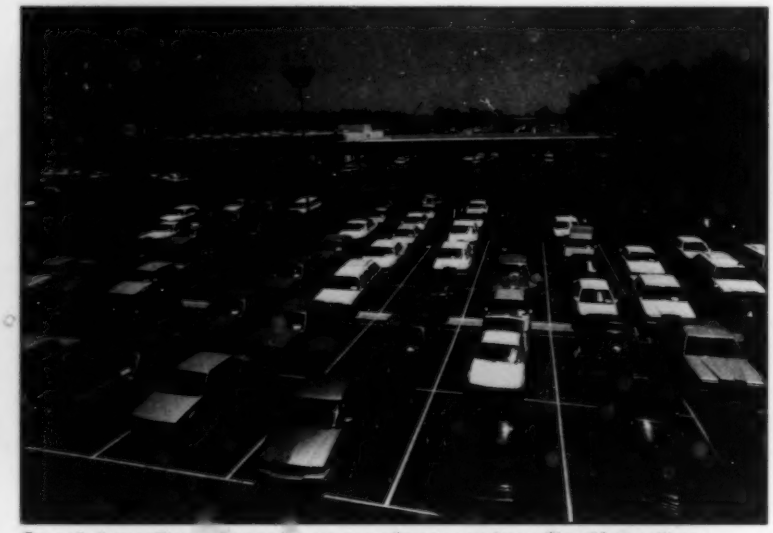

Pre-sale inspection and prepping are one of many services offered by auctions.

and regional market trends. "Auction personnel are your eyes, ears, and brain in their respective marketplaces. Fleet managers should rely on that expertise and insight," says Fahrendorff, who has remarketed 65 percent of Associates Leasing Inc.'s used fleet cars through auctions during the past 12 months.

Auction staffs can tell how the market is reacting to current events. "Even if we do not have current inventory for sale at a facility, we contact our auction representative on a weekly basis to keep abreast of the market and just to stay in touch," says Grochal.

2 *Reconditioning Facilities.* Investing in reconditioning can increase the resale value of fleet vehicles. Earlier this year, one manufacturer tested this assertion by running a number of late-model used vehicles through an auction to see what price these cars would bring at wholesale before and after reconditioning. In every case reconditioning added value to the unit, with a net profit of $52 on a 1986 model with high mileage to $428 on a 1989 model with low mileage (See Figure 2, page 68). The return on reconditioning investments averaged 44 percent.

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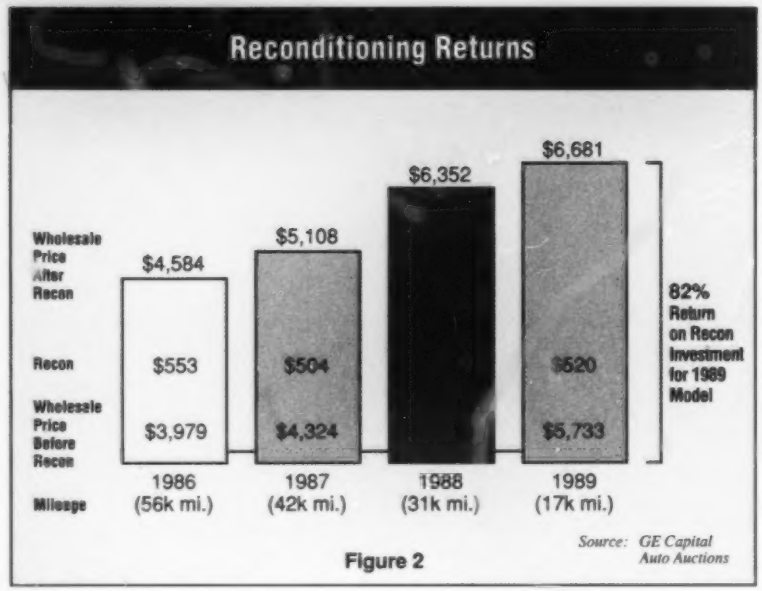

Figure 2

3 *High Resale Price Track Record.*
Study auction prices monthly or even weekly to determine if comparable vehicles sold at a given auction are bringing prices consistent with local market strength.

Auctions print their sales results in a monthly (and sometimes weekly) market report available through the auction.

4 *Location and Reach.*
Most national auction chains have weekly sales in the larger markets and offer pickup and drop-off at the auction.

Auctions can even redirect vehicle models to other locations where prices are stronger for a particular mix of cars.

5 *Cost-effective Marketing.*
Many auctions, especially the larger ones, support fleet sales with direct-mail marketing to prospective buyers and other promotions to encourage greater attendance and livelier bidding.

Ask if such services are available.

6 *Customer Service.*
Customer service is now a way of life for most auto auctions. Auction personnel should deliver top-level service from check-in to check-out and beyond.

7 *Full Service Capabilities.*
Select auctions that can convert the remarketing process into a "turnkey" operation. They should be able to meet all needs, ranging from vehicle pickup, condition reports, reconditioning, on-site storage, through to the final sale and settlement.

Be wary of auctions that say they reduce cost by not offering services that can be handled more inexpensively by the seller such as title registrations. These extra details can be time consuming and often result in headaches and frustration, and should be included in the services of any well-run auction.

Fleet managers already invest significant efforts in acquisition decisions. By directing efforts into the disposal process as well, higher resale can be translated into lower depreciation costs.

One method to accomplish this is by using an auctions' wide range of services. Familiarity with auctions and careful evaluation of these remarketing locations will ensure maximize return on a fleet's disposal. AF

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USED-CAR PRICES

The following are average used-car prices for the period ending October 1, 1990. Prices are based on wholesale activity at major dealers across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in *Automotive Fleet* by special permission of *Automotive Market Report*.

89 BUICK SKYHAWK			
Coupe	6,294	6,360	6,171
Sedan	6,382	6,446	6,254
88 BUICK SKYHAWK			
Coupe	5,229	5,279	5,123
Sedan	5,302	5,353	5,198
89 BUICK SKYLARK			
Cust Sedan	7,357	7,428	7,208
88 BUICK SKYLARK			
Cust Sedan	6,235	6,300	6,114
89 BUICK CENTURY			
Cust Sedan	7,662	7,739	7,508
88 BUICK CENTURY			
Cust Sedan	6,174	6,238	6,053
89 BUICK LESABRE			
Cust Sedan	9,931	10,031	9,732
88 BUICK LESABRE			
Cust Sedan	8,193	8,275	8,030
89 CADILLAC DEVILLE			
Coupe	16,704	16,874	16,371
Sedan	16,886	17,054	16,551
88 CADILLAC DEVILLE			
Coupe	13,245	13,376	12,960
Sedan	13,400	13,534	13,130
89 CADILLAC SEVILLE			
Sedan	17,178	17,351	16,836
88 CADILLAC SEVILLE			
Sedan	14,176	14,320	13,893
89 CHEVY BERETTA			
Coupe	7,373	7,449	7,230
89 CHEVY CORSICA			
Htchbk 4 Dr	7,025	7,098	6,886
88 CHEVY BERETTA			
Coupe	6,100	6,162	5,981
88 CHEVY CORSICA			
Sedan	5,643	5,704	5,537
89 CHEVY CAVALIER			
Sedan	5,993	6,054	5,875
88 CHEVY CAVALIER			
Sedan	5,012	5,065	4,914
89 CHEVY CELEBRITY			
Sedan	7,114	7,185	6,972
88 CHEVY CELEBRITY			
Sedan	5,708	5,765	5,594
89 CHEVY CAPRICE			
Sedan	8,038	8,119	7,876
88 CHEVY CAPRICE			
Sedan	6,513	6,578	6,383
89 CHRYSLER LEBARON			
Highline Sedan	7,090	7,165	6,951
88 CHRYSLER LEBARON			
Sedan	5,648	5,706	5,536
89 CHRYSLER NEW YORKER			
Sedan	11,303	11,416	11,077
88 CHRYSLER NEW YORKER			
Sedan	9,551	9,647	9,362
89 CHRYSLER FIFTH AVENUE			
Sedan	11,455	11,573	11,228
88 CHRYSLER FIFTH AVENUE			
Sedan	9,359	9,454	9,174
89 DODGE ARIES AMERICA			
Sedan	5,715	5,776	5,602
88 DODGE ARIES AMERICA			
Sedan	4,583	4,626	4,492
89 DODGE SHADOW			
Liftbk 5 Dr	6,030	6,091	5,909
88 DODGE SHADOW			
Liftbk 5 Dr	4,924	4,973	4,827
89 DODGE DYNASTY			
Sedan	8,588	8,674	8,416
89 FORD ESCORT			
Htchbk 4 Dr LX	5,180	5,229	5,075
88 FORD ESCORT			
Htchbk 4 Dr GL	4,091	4,132	4,007
89 FORD MUSTANG			
LX-4 Coupe	6,887	6,959	6,750
88 FORD MUSTANG			
LX-4 Coupe	5,721	5,779	5,605
89 FORD TEMPO			
GL Sedan 4 Dr	6,150	6,211	6,027
88 FORD TEMPO			
GL Sedan 4 Dr	5,080	5,131	4,978
89 FORD TAURUS			
GL Sedan 4 Dr	8,141	8,223	7,979
88 FORD TAURUS			
GL Sedan 4 Dr	6,552	6,618	6,424
89 FORD CROWN VICTORIA			
Sedan	10,643	10,754	10,430
88 FORD CROWN VICTORIA			
Sedan	8,731	8,817	8,556
89 THUNDERBIRD			
Coupe	9,629	9,723	9,435
88 THUNDERBIRD			
Coupe	7,838	7,917	7,681
89 LINCOLN			
Town Car Sedan	15,354	15,507	15,047
Continental Sedan	17,222	17,396	16,879
88 LINCOLN			
Town Car Sedan	12,980	13,112	12,721
Continental Sedan	15,073	15,222	14,772
89 MAZDA 626			
LX Sedan 4 Dr	9,414	9,509	9,226
89 MERCURY COUGAR			
LS Coupe	10,135	10,238	9,932
88 MERCURY COUGAR			
LS Coupe	8,328	8,412	8,160
89 MERCURY TOPAZ			
GS Sedan 4 Dr	6,302	6,365	6,177
88 MERCURY TOPAZ			
GS Sedan 4 Dr	5,163	5,212	5,058
89 MERCURY SABLE			
GS Sedan 4 Dr	8,180	8,265	8,019
88 MERCURY SABLE			
GS Sedan	6,687	6,750	6,550
89 MERCURY GRAND MARQUIS			
GS Sedan	11,204	11,320	10,981
88 MERCURY GRAND MARQUIS			
GS Sedan	9,349	9,441	9,161
89 MITSUBISHI MIRAGE			
Sedan 4 Dr	5,451	5,505	5,342
88 MITSUBISHI MIRAGE			
Sedan	4,128	4,171	4,046
89 NISSAN SENTRA			
Sedan 2 Dr	4,902	4,951	4,804
89 NISSAN STANZA			
E Ntch 4 Dr	8,162	8,245	8,000
89 NISSAN MAXIMA			
SE Sedan	13,457	13,593	13,189
88 NISSAN SENTRA			
Sedan 2 Dr	4,046	4,087	3,965
88 NISSAN STANZA			
E Ntch 4 Dr	6,613	6,679	6,481
88 NISSAN MAXIMA			
SE Sedan	10,384	10,487	10,175
89 OLDS CIERA			
Coupe	7,578	7,655	7,427
Sedan	7,662	7,739	7,508
88 OLDS CIERA			
Coupe	6,109	6,171	5,987
Sedan	6,174	6,238	6,053
89 OLDS CALAIS			
Sedan	6,744	6,812	6,608
88 OLDS CALAIS			
Sedan	6,205	6,264	6,079
89 OLDS CUTLASS SUPREME			
Coupe	8,200	8,283	8,037
88 OLDS CUTLASS SUPREME			
Coupe	7,221	7,297	7,080
89 OLDS 98 REGENCY			
Sedan	12,229	12,350	11,982
88 OLDS 98 REGENCY			
Sedan	9,804	9,901	9,606
89 PLYMOUTH RELIANT			
Sedan	5,689	5,745	5,574
88 PLYMOUTH RELIANT			
Sedan	4,607	4,651	4,518
89 PLYMOUTH SUNDANCE			
Liftbk 4 Dr	6,030	6,091	5,909
88 PLYMOUTH SUNDANCE			
Liftbk 4 Dr	4,920	4,969	4,823
89 PLYMOUTH GRAN FURY			
Salon Sedan	5,892	5,954	5,775
88 PLYMOUTH GRAN FURY			
Salon Sedan	4,837	4,886	4,739
89 ACCLAIM			
Sedan	6,835	6,903	6,700
89 PONTIAC SUNBIRD			
LE Sedan	6,255	6,317	6,130
SE Coupe	6,171	6,232	6,047
88 PONTIAC SUNBIRD			
SE Coupe	5,222	5,276	5,116
SE Sedan	5,293	5,343	5,187
89 PONTIAC 6000			
LE Sedan	7,349	7,422	7,201
88 PONTIAC 6000			
Coupe	5,818	5,877	5,704
Sedan	5,884	5,942	5,764
89 PONTIAC GRAND AM			
LE Sedan	7,404	7,477	7,253
88 PONTIAC GRAND AM			
Sedan	6,217	6,278	6,090
89 PONTIAC BONNEVILLE			
LE Sedan	9,592	9,688	9,401
88 PONTIAC BONNEVILLE			
LE Sedan	8,223	8,306	8,059
89 PONTIAC GRAND PRIX			
Coupe	8,392	8,475	8,222
88 PONTIAC GRAND PRIX			
Coupe	7,443	7,518	7,301
89 TOYOTA COROLLA			
Sedan 4 Dr Deluxe	7,235	7,307	7,090
89 TOYOTA CAMRY			
Sedan 4 Dr Deluxe	9,472	9,566	9,283
89 TOYOTA CRESSIDA			
Lux Sedan	14,764	14,910	14,469
88 TOYOTA COROLLA			
Sedan 4 Dr Deluxe	6,068	6,129	5,947
88 TOYOTA CAMRY			
Sedan 4 Dr Deluxe	8,029	8,109	7,870
88 TOYOTA CRESSIDA			
Lux Sedan	12,303	12,424	12,057
89 VOLKSWAGEN JETTA			
Sedan 4 Dr	7,853	7,931	7,695
88 VOLKSWAGEN JETTA			
Sedan 4 Dr	6,455	6,520	6,326
89 VOLVO			
240 DL Sedan	12,911	13,040	12,653
88 VOLVO			
240 DL Sedan	11,127	11,237	10,905

GAS PRICES

UNLEADED GAS
Cost Per Gallon

City	Full-Serve	Self-Serve
Anchorage, AK	173.1¢	142.7¢
Birmingham, AL	152.4	128.2
Phoenix, AZ	158.9	128.4
Redding, CA	179.4	145.9
Denver, CO	169.5	141.5
Washington, D.C.	162.9	137.2
Orlando, FL	157.2	138.2
Maui, HI	198.9	158.2
Worcester, MA	148.4	121.9
Charlotte, NC	158.4	138.9
Albuquerque, NM	140.6	125.9
Poughkeepsie, NY	171.4	144.4
Nashville, TN	165.7	137.6
Houston, TX	165.0	130.5
Milwaukee, WI	156.5	136.2

The average U.S. full-serve gasoline price for the month of October was 155.8 cents per gallon.
The average U.S. self-serve gasoline price for the month of October was 138.7 cents per gallon.
Survey conducted during the first five working days of October 1990.
Supplied by Runzheimer International, Runzheimer Park, Rochester, WI.

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